



Seasonal
Planner

Second Quarter

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NETS Seasonal Planner Second Quarter 1996

Keeping Young People Safe Is A Lifetime Investment.

Thousands of lives are lost and an estimated 1.2 million people are injured annually in alcohol-related traffic crashes. In addition to the sorrow and agony, those crashes cost employers like you millions of dollars in health care and insurance expenses. Alcohol-related crashes, injuries and fatalities cost society more than \$20 billion in lost productivity, medical costs, property damage, and other direct expenditures in 1994. A considerable number of these crashes involved teenagers. Every time a young person is killed or seriously injured in a traffic crash, society loses. The hopes, dreams, and aspirations of each young life are lost. Many of those crashes can be prevented.

At this time of year, high school students in and around your community will be buzzing with anticipation for the upcoming prom and graduation season. As an employer, and with help from the NETS program, you can help ensure a safe and fun atmosphere for your employees' children, young workers, and families throughout your community.

This safety planner includes camera-ready artwork for posters, a newsletter ad and article, paycheck stuffers, and buttons. The campaign message "Don't Make Your Next Test A Sobriety Test" is targeted to teenagers, and should be distributed in areas with high visibility for that group.

The newsletter article speaks directly to parents. It stresses the importance of talking to, and educating their teenagers about the dangers of drinking and driving. In addition, there are useful ideas and activities to help your company start a program encouraging safe and alcohol-free driving and activities. Refer to your 1996 NETS Traffic Safety Planning Calendar for other ideas, information and events. If you have not received your calendar, contact your state coordinator or NETS National at 202-452-6005 for a copy.

Your third quarter planner, promoting safe and speed-conscious driving, will arrive later in this quarter. Your work in promoting traffic safety for your employees and their families is very important and greatly appreciated.

Copy For Your Employee Newsletter

Parents: Educate Before Your Children Celebrate.

Yes, even for parents, graduation, prom and the activities that surround these events are exciting, memorable times. We have watched our tiny children grow into mature young adults. We proudly reflect on the achievements of our sons and daughters, and look ahead toward their bright futures.

It is a time for celebration. Teenagers, too, look forward to completing one phase of their lives and moving on to another. But for too many teens, celebrations include alcohol, and nothing can ruin happy times as quickly and decisively as the deadly mix of drinking and driving.

More than 30 percent of fatally injured drivers ages 15-20 were drinking prior to their crashes in 1994. This is unacceptable. We must talk openly with our teens about the dangers of drinking and driving, and traveling with friends who drink. It is illegal in all 50 states for anyone under the age of 21 to purchase, drive, or possess alcoholic beverages.

Ultimately, the individual decides whether he or she is going to drive after drinking. But, this shouldn't deter us in urging safe driving habits. Talk to your children about this important issue. Tell your kids that drinking and driving is unacceptable and why. Tell them straightforwardly and unemotionally the facts about drinking and driving. Always be a good role model for your children by never drinking and driving yourself. Remind them that their best protection in a crash is their safety belt. While the dangers of not wearing seat belts may not be as dramatic as those of drinking and driving, it is no less important. More than 1,200 18-year-olds died in motor vehicle crashes in 1994. More than 740 of them failed to wear their safety belts; approximately 440 of these fatalities involved alcohol.

Together as parents and concerned citizens, we can help reduce senseless injuries and fatalities by convincing our teenagers to drive safe and sober.

Don't Make Your Next Test a Sobriety Test.

Fail this one and you could lose more than your license.

Don't Drink and Drive.



Don't Make Your Next Test a Sobriety Test.

Fail this one
and you could lose
more than your license.

Don't Drink and Drive.



3" x 6" Paycheck Stuffer

Don't Make Your Next Test a Sobriety Test.

Fail this one
and you could lose
more than your license.

Don't Drink and Drive.



3" x 3" Newsletter Ad

**Don't Make
Your Next
Test a
Sobriety Test.**

2" Diameter
Campaign Button

Ideas To Try

- Distribute the campaign message from this folder to local schools and colleges. Encourage them to include the message in their school newspapers, newsletters and other correspondence to students.
- Suggest to your local police department to hold an assembly or "town meeting" at a local school to publicize any existing youth and alcohol education and enforcement programs that the department runs or sponsors, such as "Operation Prom" or "Cops in Shops".
- Hold educational/informational programs at your workplace for employees and their children to discuss the perils of drinking and driving, alcohol and drug use.
- Run a schedule of local alcohol-free school events (parties, games, etc.) in your employee newsletter; encourage employees (parents particularly) to volunteer as chaperons where needed.
- Incorporate the newsletter article and ad from this folder in your company newsletter. Distribute the article to local papers with a press release or letter to the editor describing what your company is doing to promote safe and alcohol free driving for teenagers.
- Distribute the campaign message to local area merchants who employ teenagers (e.g., fast food restaurants, pizza delivery chains, grocery stores, video stores, retailers, etc.). Encourage them to include the safety message with paychecks and post on company bulletin boards.
- Contact local schools about sponsoring or funding alcohol-free events such as a post-graduation party or the prom. Provide loads of pizza, soda, munchies, etc., to take the place of alcohol. Contact a popular local radio station to set up a remote broadcast from the party site, and/or co-sponsor the event.
- Contact the local Students Against Driving Drunk (SADD) or Mothers Against Drunk Driving (MADD) chapters, or Emergency Medical Services (EMS) about conducting an assembly prior to prom and graduation season with a film or slideshow displaying the consequences of drinking and driving.
- Work with schools, youth safety groups, flower shops, tuxedo rental shops, gas stations, and limousine rental services to provide traffic safety messages to those attending proms and graduation.
- During the month of April, plan to participate in "Strides for Safety". Strides can be held in conjunction with other awareness efforts during the month. The culminating celebration day will be April 27th...a nationally recognized day to celebrate youth. For more information on this event call (360) 866-1471.
- If you sponsor a youth safety event, tell your employees, your community, and the media what your company is doing to promote a safe prom and graduation season for teenagers. It's simply good public relations and will create the image of your company as a good corporate citizen in your community. Most important, your program can help prevent injury and the loss of life.